

## REMARKS

This application has been carefully reviewed in light of the Office Action dated August 30, 2006. Claims 55, 56, 58 and 59 are in the application, of which Claims 55, 58 and 59 are independent. Reconsideration and further examination are respectfully requested.

All claims were rejected under 35 U.S.C. § 102(e) over U.S. Patent 6,509,910 (Agarwal). In response, the claims have been amended so as to emphasize that the invention concerns control over a cable head end apparatus via a user's set top box. Accordingly, it is respectfully requested to reconsider and withdrawal the rejection, as explained more fully below.

The invention concerns control over a cable head end apparatus (such as cable head end 6 in Figure 4) via a set top box (such as STB 10 in Figure 4). The cable head end apparatus has an image database in which a photo image, received via the user set top box, is stored. According to one feature of the invention, the cable head end apparatus is controlled via the user set top box to display local advertising information of the cable head end apparatus and the photo image together at a user display.

On the contrary, the cited reference to Agarwal is unconcerned with a cable head end apparatus, much less control over a cable head end apparatus via a user set top box. It is true that Agarwal discloses a DMF network server 1535 which provides an image and advertising information via the network and causes DMF 1510 to display them.

However, such an arrangement is still unrelated to a cable head end apparatus which is controlled via a user set top box.

It is therefore respectfully submitted that the claims define patentably over the Agarwal patent, and allowance of the claims is respectfully requested.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office by telephone at (714) 540-8700. All correspondence should be directed to our address given below.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Michael K. O'Neill", is written over a horizontal line.

Michael K. O'Neill  
Attorney for Applicants  
Registration No.: 32,622

FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, New York 10112-3800  
Facsimile: (212) 218-2200

CA\_MAIN 124123v1